

WePad

The tablet PC for publishing houses

The WePad is the latest generation of tablet PCs. It offers the user fast Internet access, an entire world of ready-to-use applications and easy access to books, photos and other personal files.



The WePad provides elderly users in the core target group of newspaper and magazine publishing houses, who generally have little to no experience with PCs, with intuitive and fast access to the digital world of their children and grandchildren (Internet, e-mail, social media, etc.).

Combined with digital newspapers and magazines, and based on the WeMagazine ePublishing Eco System, the WePad user enjoys an innovative and convenient reading experience with the best from print and online worlds.

For publishing houses, every reader gained with the WePad represents a direct and long-term customer relationship, the foundation for paid content, extensive customer knowledge and new forms of customer communication. While platforms like Apple iTunes and Amazon Kindle force publishing houses into the role of a simply a content supplier, the WePad allows publishing houses to retain access to and knowledge of their audience.

In contrast to the platforms named above, the WePad is an open platform that is tailored to suit the needs of publishing houses and their audience.

Incorporating a publishing house's own branding and design, a WePad on the coffee table is an excellent way of retaining existing customers, as well as attracting new ones. The WePad allows traditional print readers to be moved into the digital world in a targeted manner. Print brands can then become online brands, thus minimising contact with established Internet players like Google, Amazon and Apple.

The WePad is based on a complete ecosystem, beginning with service, guarantee and support for the hardware, the software platform WeMagazine, for the publication and reading of paid content, and

WePad, WeMagazine and WeFind

- Attractive and powerful WePad tablet PC
- Relaxed interactive reading with the pre-installed WeMagazine Reader
- Context-sensitive, current and searchable online content with WeFind
- Customer retention for paid content
- Direct customer relationship
- Ready-to-use complete package

WeFind for the context-sensitive and searchable integration of online content.

In the basic model, publishing houses can incorporate newspaper and magazine content directly into the WePad using WeMagazine and can



use flexible interfaces via the CRM backend for evaluation purposes. Depending on the portfolio, other content and services from publishing houses can be integrated directly in the WePad.

The WePad and the WeMagazine Reader offer the user a comfortable reading experience on an 11.6-inch display with 1366 x 768 pixels. In comparison, the iPad has a 9.7-inch display with 1024 x 768 pixels. With the latest Intel processor, sophisticated multimedia content like films and Flash animations can be displayed, offering the user a rich Internet experience. The inclusion of speakers also makes the WePad the ideal medium for audio-visual communication.

The user can add applications as easily as they install mobile apps on their iPhone or smartphones

based on Google Android. The WePad works behind the scenes to ensure that the software is always up to date and secure. As an additional service, the WePad offers a "daily companion". Content relevant to the time of day is presented and personalised for the individual user, be it messages at breakfast, the lotto numbers on a Wednesday evening or Premier League results on the weekend.

With the continual goal of increasing usage time, the WePad provides publishing houses with every possible opportunity to establish contact with their customers on all channels available today (including mobile options with UMTS), as well as offering them interesting content and services.



Technologie	WePad	iPad
Display	11,6" mit 1366 x 768 Pixeln, Colour	9,7" mit 1024 x 768 Pixeln, Colour
Processor	1,66 GHz Intel Atom N450 Pineview-M	1,0 GHz Apple A4
Memory	16 GB NAND Flash (optional 32 GB intern/ 32 GB SD Karte)	16 / 32 / 64 GB
Webcam	yes (1,3 Megapixel)	no
Peripherals	2 x USB integrated, Cardreader, Audioausgang, SIM Card Slot, Multi-Pin Connector	Adapter for Camera and Cardreader
Flash / Adobe AIR	yes / yes	no / no
Applictions	WePad AppStore and Google Android Marketplace	iTunes App Store
Multitasking	yes	limited (only Apple Apps)
Battery life	Lithium-Ion Polymer (running time ca. 6 h)	ca. 10 h
supported eBook Formats	all open additional Premium (WeBook), starting at H4/10	Proprietäres Apple Format im iBooks Store, Launch ?.
Connections	Bluetooth 2.1, WLANn, optional 3G	Bluetooth 2.1 + EDR, WLANn, optional 3G
GPS	yes (optional)	yes (Wi-Fi + 3G)
Case	Magnesium-Aluminium	Aluminium
Dimensions	288 x 190 x 13 mm	242,8 x 189,7 x 13,4 mm
Weight	800 g (850 g with 3G)	680 g
further details	Ambient Light Sensor, Motion Sensor, Stereo, Internal Microfon	alike

version 1.0, 18.03.2010